



Memorandum

#12-048

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: May 23, 2012

SUBJECT: Contract Formula Change for October 2012 and Other Related Label and Packaging Changes

Infant Formula Contract Results

For the first time, the Texas WIC program will offer two different brands of contract infant formula to participants. The new contracts will run for three years beginning October 1, 2012 and last until September 30, 2015. Two mutually agreed upon extensions are possible after that time.

The contract milk-based infant formulas will be provided by Abbott Nutrition. The first milk-based choice will continue to be Similac Advance with alternative options for infants to remain the same, Similac Sensitive and Similac for Spit Up. Similac Go and Grow Milk may be issued to children one year of age and older with a prescription and appropriate diagnosis.

However, the contract soy-based infant formula will be provided by Gerber Products. The first soy-based choice will now be Good Start Soy. Participants who receive or request a soy-based infant formula for the benefit month of October 2012 and later will automatically be issued Good Start Soy. Good Start 2 Soy may be issued to children one year of age and older with a prescription and appropriate diagnosis. Alternative brands of soy formula made by other manufacturers will also require a prescription, evidence of medical necessity and approval.

Materials for staff and participants are currently being developed. Training will be provided later this summer.

Similac Go and Grow Label Update

Similac Go and Grow Milk and Soy are undergoing a graphics (label) change. UPCs, prices and reconstituted ounces will not change. However, the net weight of the can will now read 1.38 lb (624 g) instead of 22 ounces (oz.). In addition, Lutein has also been added to the "Early shield" blend. Participants' shopping lists will be updated to reflect this change at a later date.

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Gerber Good Start Packaging Changes

The concentrate and ready-to-use forms of the milk- and soy-based Gerber Good Start (Gentle and Soy) formulas are now packaged in Tetra Pak® containers. The concentrate forms are changing from 13-oz. cans to 12.1-oz. containers. The ready-to-use 32-oz. cans are changing to containers which total 33.8 oz. These ready-to-use containers will be sold as a 4-pack of four 8.45-oz. containers each. The new maximum monthly quantities can be found in the next *Formula Maximum Quantity Table 2012* update for each new formula code at the following location:

<http://www.dshs.state.tx.us/wichd/nut/foods-nut.shtm>

If you have any questions or require additional information, please contact Cathy Plyler, Clinical Nutrition Specialist, Nutrition Education/Clinic Services Unit, at (512) 341-4577 or cathy.plyler@dshs.state.tx.us or Sandra Brown, Food/Formula Specialist, Nutrition Education/Clinic Services Unit, at (512) 341-4576 or sandra.brown@dshs.state.tx.us.